

# Style Guide

Alchemy are fairly flexible on the use of our brand and artwork, however, to clarify what is and is not excepted please use this as a guideline.

## Logo's, Branding & Trademarks:



All SKUs and packaging to be clearly and prominently branded/labelled with the Licensee's own brand name, whilst also being promoted and sold under the Licensor's appropriate licensed trade marks/logos of 'Alchemy Official' (as above), which must be a permanent and clearly visible feature on every piece, and must also include an approved copyright line and trade mark in association with any featured artwork (see copyright specifications below), and incorporated into all relevant promotional media. These trademarks, brands, titles and logos must never be used on, or pertain to any item other than the officially sanctioned and approved Property of The Licensor.

**Logo Colours:** They can be flexible, as long as it is previously discussed and agreed upon by the licensor, the colourways suit the theme, and clarity is always maintained by the use of contrasting colours.

### It is Not Permitted to.....

- Distort the logo (i.e., never condense or extend the logo, or make it bolder or thinner). Logo MUST remain proportional to the original artwork at all times.
- Remove any element to the original artwork
- Modify any of the letter forms



## Artwork:

### OTA (Original titled artwork)

Original Titled Artwork: shall mean an original and uniquely titled, (and catalogued in the Alchemy Art Library), Alchemy Studios illustration, (or any version or main part thereof), and which is easily identifiable by its subject, composition and detail. This includes an officially edited version of an original, although, if, due to major colour or format changes, such an edited image is considered by the Licensor to have been rendered substantially different from its original, it may be awarded OTA status at the Licensor's discretion.

### Composition

Shall specifically mean a fresh design or visual effect created from one or more Alchemy OTAs, (including backgrounds and other elements from the Alchemy Art Library Pallets), where any appreciable editing and combining and/or a collage of elements of various OTAs go to create a substantially new effect or configuration.

### Colours

Colours of the **OTA' s**, and Composition can be changed as long as it is previously discussed and agreed upon by the licensor, the colourways suit the theme, and clarity is always maintained by the use of contrasting colours.

Every contract is different and each one is tailored to the specific needs of both parties at the time and so you will need to revert back to your contract to see if you are allowed to use **Compositions** and **OTA's** or if you are restricted to using only **OTA's**, however, all licensee's are forbidden to do the following:

- Distort the artwork in any way (i.e., never condense or extend the artwork or make it bolder or thinner). It **MUST** remain proportionate to the original artwork at all times.
- Create a **Composition** mixing Alchemy artwork with another artists work unless previously agreed by Licensor, is either a collaboration or co-branded project and part of the contract terms.

## Use of Copyright

The legal/copyright line must always be visible and visibly embedded (although subtle and unobtrusive) in direct association with the artwork. For example if a calendar was produced with artwork on every page the copyright would have to be shown, subtly, but clearly upon every page.

The copyright line should look as follows:

**Copyright © 2020 Alchemy Carta , England,  
under license to .....**

Depending on circumstances and space the following abbreviations may be made:

**© 2020 Alchemy Carta, UK, - U/L to .....**

or

**© 2020 Alchemy Carta, England**

